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PATENT TRADEMARK OFFICE

Docket No.: 2875/1G342US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Samuel Sergio TENNENBAUM

Serial No.: 09/922,232

Filed: August 3, 2001

Confirmation No. 7566

Group Art Unit: 2173

For: COMPUTERIZED ADVERTISING METHOD AND SYSTEM

SECOND PRELIMINARY AMENDMENT

Commissioner of Patents and Trademarks
Washington DC 20231

Sir:

Prior to examining the above-identified patent application, please
enter the following amendment(s):

In The Claims:

Please amend Claims 8 and 40 to read as follows:

8. (Amended) The method of claim 6 or 7, wherein the user's

31 computer is connected to a network, to which there is also connected a character controlling server, in communication with the user's computer, the server having access to the database, said method further comprising the steps of producing a series of instructions executed in the server through an interactive process between the user's computer and the server, to determine a sequence of commands that selects control signals corresponding to one of the characters from said database, and sending the commands to the user's computer for use in introducing the character into the application program image.

40. (Amended) The method of claim 39, wherein the application

32 program is a browser and the commands are provided to the user's computer within an HTML page being viewed by the user.

Please cancel claims 53-57. ✓

Please add the following new claims 58-62:

53 58. The method according to claim 34, wherein said character is accompanied by synchronized sound.

59. The method according to claim 34, wherein the character overlies an existing image produced on the screen by the application program, a

portion of the character being transparent, so that a portion of the existing image can be seen therethrough.

60. The method of claim 37, wherein the user's computer is connected to a network, to which there is also connected a character controlling server, in communication with the user's computer, the server having access to the database, said method further comprising the steps of producing a series of instructions executed in the server through an interactive process between the user's computer and the server, to determine a sequence of commands that selects control signals corresponding to one of the characters from said database, and sending the commands to the user's computer for use in introducing the character into the application program image.

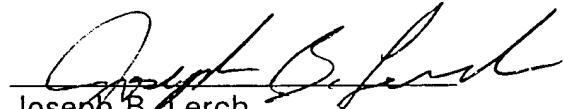
61. The method of claim 60, wherein the application program is a browser and the commands are provided to the user's computer within an HTML page being viewed by the user.

62. The method of claim 61 wherein the HTML page being viewed by the user was received from a content provider's server and the character is introduced therein as a result of tags left in the page by the content provider.

REMARKS

This patent application includes Claims 1-52 and 58-62, of which claims 8/6, 40/39, and 58-62 are newly added. The claims have been amended in order to include only claims originally present in the parent International Application, in which all claims received a favorable International Preliminary Examination Report. This was done in an effort to have this application made special and not for a statutory purpose related to patentability.

Respectfully submitted,


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MARK-UP SHEET FOR SECOND PRELIMINARY AMENDMENT

Commissioner of Patents and Trademarks
Washington DC 20231

In The Claims:

Please amend Claims 8 and 40 to read as follows:

8. (Amended) The method of claim 6 or 7, wherein the user's
computer is connected to a network, to which there is also connected a character
controlling server, in communication with the user's computer, the server having

access to the database, said method further comprising the steps of producing a series of instructions executed in the server through an interactive process between the user's computer and the server, to determine a sequence of commands that selects control signals corresponding to one of the characters from said database, and sending the commands to the user's computer for use in introducing the character into the application program image.

40. (Amended) The method of claim [1] 39, wherein the application program is a browser and the commands are provided to the user's computer within an HTML page being viewed by the user.